Fund for consumer awareness

†1989. SHRI RAVI SHANKAR PRASAD:
DR. MURLI MANOHAR JOSHI:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether it is a fact that Government have created a fund of Rs. 100 crores for consumer awareness in the country;

(b) if so, whether it is also a fact that during 2005-06 three advertising agencies were selected and entrusted with the responsibility of consumer awareness;

(c) if so, the facts in this regard and the names of those companies; and

(d) the amount allocated to each of them?

THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI TASLIMUDDIN): (a) to (c) Planning Commission has allocated Rs. 70.00 crores during the year 2005-06 for creating consumer awareness in the country. An eleborate system of short listing and selection of agencies through an Inter Ministerial committee was followed to ensure maximum transparency and objectivity. The following agencies have been empanelled for making creatives (i) M/s. Mudra Communications P Ltd., New Delhi-110020. (ii) M/s. Rediffusion Dentsu Young & Rubicam, Gurgaon. (iii) M/s. Everest Brand Solutions P Ltd., New Delhi.

(d) No amount was allocated to agencies as all the media releases (electronic & Print) are through DAVP (Directorate of Advertising & Visual Publicity, Ministry of Information & Broadcasting) on DAVP rates.

Procurement target

†1990. SHRI RAM JETHMALANI:
SHRI RAVI SHANKAR PRASAD:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether arrangements have been made for the procurement of

† Original notice of the question was received in Hindi.